

OFFICE OF TOURISM

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CALIFORNIA TOURISM ASSESSMENT FILING AND PAYMENT INSTRUCTIONS

The California travel and tourism industry assessment funds Visit California's marketing programs, which drive visitation and maintain the state's position as a premier travel destination. In 2015, the statewide travel industry investment benefited from more than 4.7 million incremental trips and \$10.3 billion additional revenue resulting from Visit California's global marketing efforts. Those figures represent just six months at the Dream Big Dividend funding level.

Rates are as follows:

- **Accommodations:** \$1,950 per \$1 million in travel- and tourism-related revenue (multiply 0.00195 by assessed dollar figure).

- **Attractions & Recreation:** \$975 per \$1 million in travel- and tourism-related revenue (multiply 0.000975 by assessed dollar figure).
- **Restaurants & Retail:** \$975 per \$1 million in travel- and tourism-related revenue (multiply 0.000975 by assessed dollar figure)
- **Transportation & Travel Services:** \$975 per \$1 million in travel- and tourism-related revenue (multiply 0.000975 by assessed dollar figure)
- **Passenger Car Rental:** Max assessment is 3.5% of revenue

QUESTIONS

For further assistance, contact the California Tourism Assessment Program at assessment@tourism.ca.gov or call 916.322.1266 to speak with a Tourism Assessment Team Member.

RESOURCES

California Tourism Assessment Program overview:
assessment.visitcalifornia.com

Visit California Industry site: industry.VisitCalifornia.com

Visit California, also known as the California Travel & Tourism Commission, is a 501(c)6 nonprofit corporation formed in 1998 to market California as a desirable tourism destination. Visit California works in close coordination with California's Office of Tourism. While Visit California develops and executes marketing programs that drive visitation to the state, the Office of Tourism oversees the assessment program that funds these initiatives.

PAYMENT DUE DATES AND FILING REQUIREMENTS

Payment due date: Feb. 17, 2017

Reporting should represent a 12-month span, usually including the accounting period listed on the business' income tax return.

Requirements

- File a Tourism Assessment Form for each physical business address.
- Report Annual Gross Revenue for each business location.
- Calculate travel and tourism percentage for each business location.

HOW TO FILE YOUR TOURISM ASSESSMENT

The California Travel & Tourism Commission Business Portal at tourism.ca.gov provides information and resources to make it easier for businesses to file and pay annual assessments.

1. Complete the Tourism Assessment Form one of two ways:

- File online at tourism.ca.gov (login required). Login information and ID# are provided on all Office of Tourism assessment program correspondence. Companies with multiple locations can contact the Office of Tourism at assessment@tourism.ca.gov or 916.322.1266 to establish a single billing login.
- Or complete a paper form: Download form at californiatourism.ca.gov/regulations/forms.

Note: Completion of the Tourism Assessment Form is mandated by the California Tourism Marketing Act.

2. Then, remit payment.

The Office of Tourism now offers electronic payment via a secure ACH. To process an ACH you may need the originator ID to authorize the electronic payment: 0383913206 (if applicable).

Completed forms and checks may still be mailed to our secure lockbox:

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Make checks payable to "California Travel & Tourism Commission" (CTTC).

Thank you for your participation in the Tourism Assessment Program. We look forward to our continued partnership in advancing California's travel and tourism industry.